



ResQnow

Her Safety isn't a privilege - it's her Birthright and she wears it like an Armor.

ResQnow

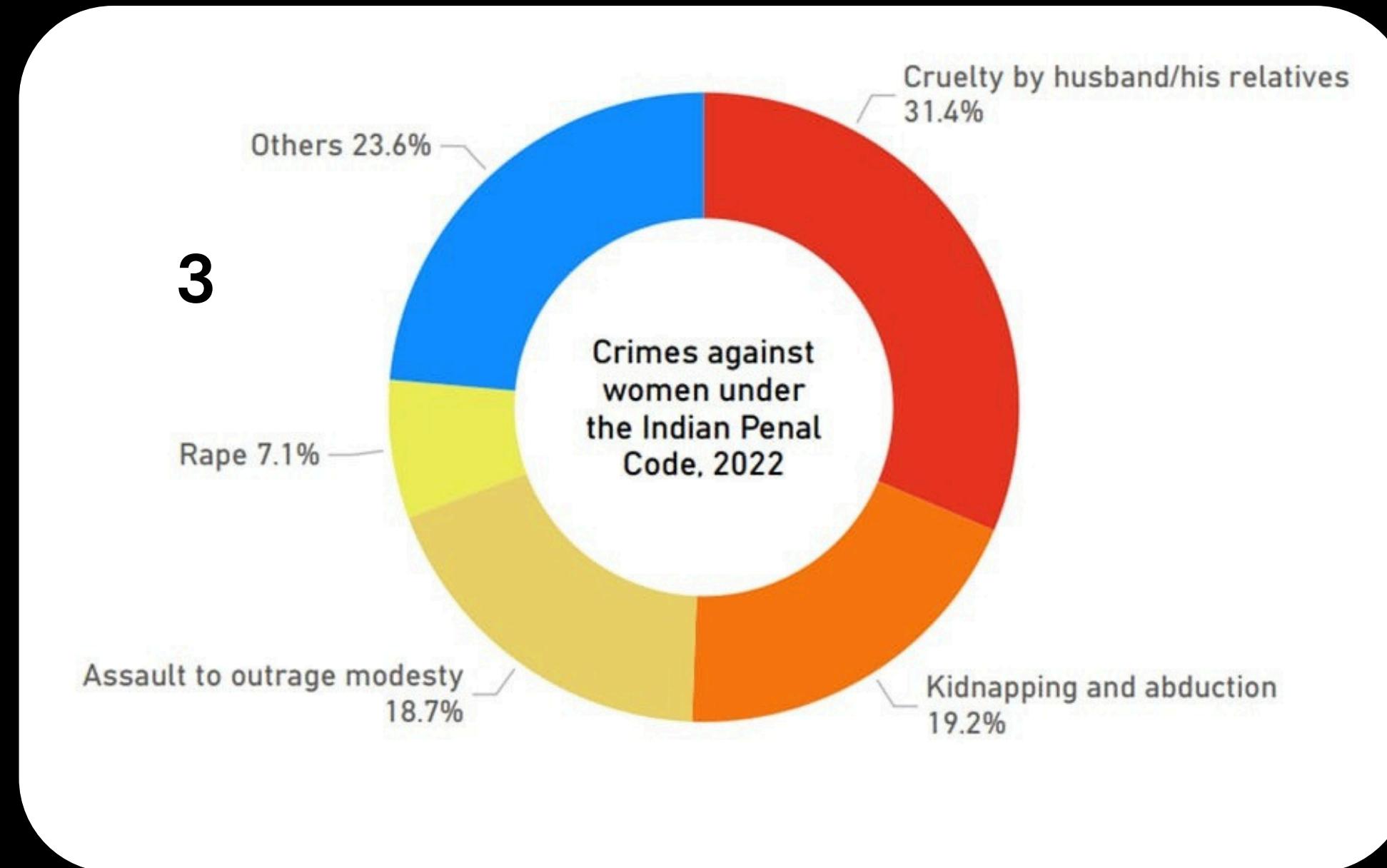
**"Wear
Safety ,
Embrace
Freedom"**



PROBLEM STATEMENT

Billion Women at Risk

- One billion women are confronted with violence, yet existing safety tools have significant shortcomings: they can be bulky wearables, intrusive applications, or unreliable during emergencies (such as rain or low battery).
- Women require discreet, durable protection that can be activated instantly—without sacrificing their privacy.



OUR SOLUTION

ResQnow

- **ResQnow: Your Safety, Always Within Reach**
- ResQnow is a sleek, smart safety ring that empowers you with instant protection—right at your fingertips. With advanced sensors, real-time GPS tracking, and AI-powered safety alerts
- Trigger an SOS with a simple gesture or voice command, and your location is instantly shared with trusted contacts and emergency services. Our privacy-first design ensures your data stays secure and under your control.
- Whether connected via cellular or satellite, ResQnow keeps you linked to help anytime, anywhere.

Desgin



Innovation and
Technology



ResQnow – Smart. Discreet. Reliable.

PRODUCT DESCRIPTION

CONTENT

a. Ring: GPS, motion sensor, mic, buzzer, Standalone cellular sends SOS, IP68 water-resistant, rechargeable battery.

b. App: Live location, fake call, crime data, AI chatbot (offline tips), community forum (safe zones, SOS alerts).

c. Privacy: End-to-end encryption, emergency-only activation, user control

TECHNICAL BREAKDOWN

a. Hardware:

NEO-6M, GPS, MPU-6050 piezo, accelerometer, MEMS, V buzzer, LTE-M module (e.g., Quectel BG96), IP68 casing, rechargeable lithium battery (wireless charging).

b. Software: Flutter app, Firebase backend (forum via Realtime Database), Google Maps, Twilio, Dialogflow.

c. Security: AES-256 encryption.

How It Works

1. Flick the ring → Motion sensor

triggers (buzzer if phone's out).

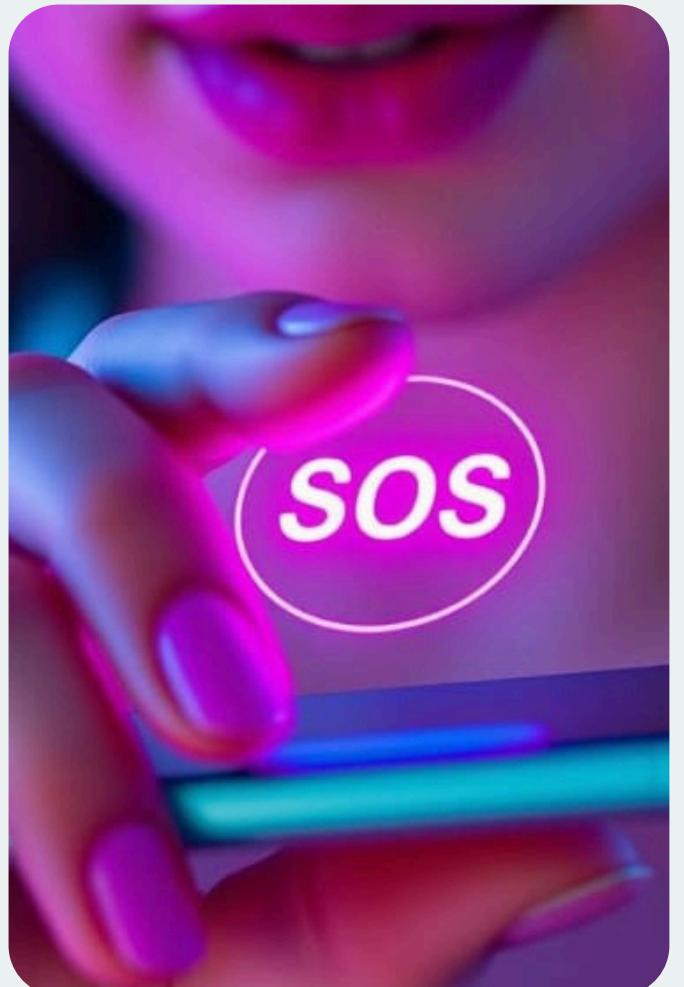
2. GPS shares location; mic records encrypted audio .

3. Standalone cellular sends SOS to emergency services; app alerts family, forum users if paired + AI guides you.

Powered by a rechargeable battery.

Emergency Protection in 5 Seconds

Standalone

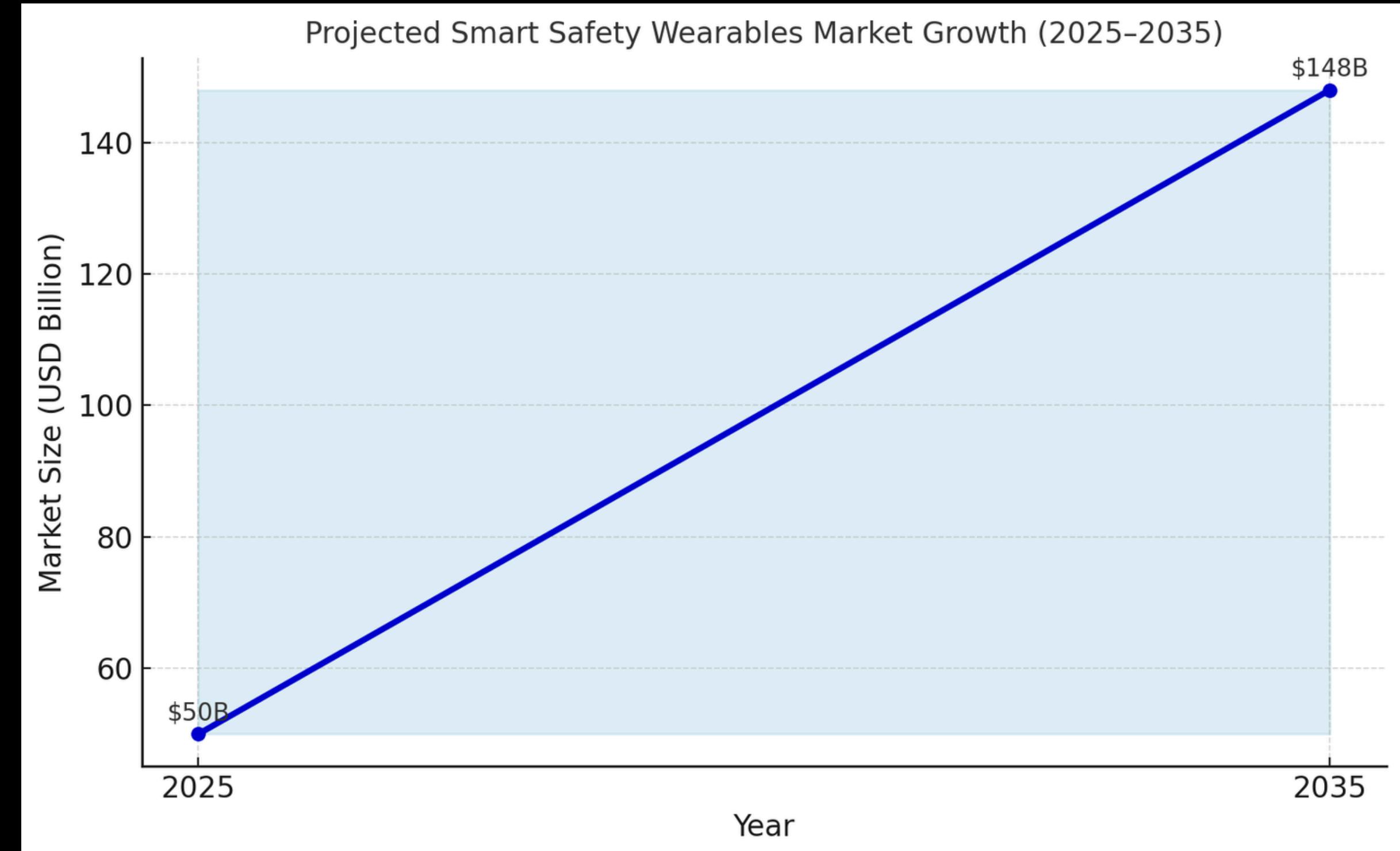


Global Positioning System



MARKET SIZE & GROWTH

- 2025: \$50 Billion
- 2035 (Projected): \$148 Billion
- CAGR: 9.5%–11.5%
- Segment: Smart Safety Wearables
- Target Market: Urban women seeking discreet, reliable, real-time safety solutions.

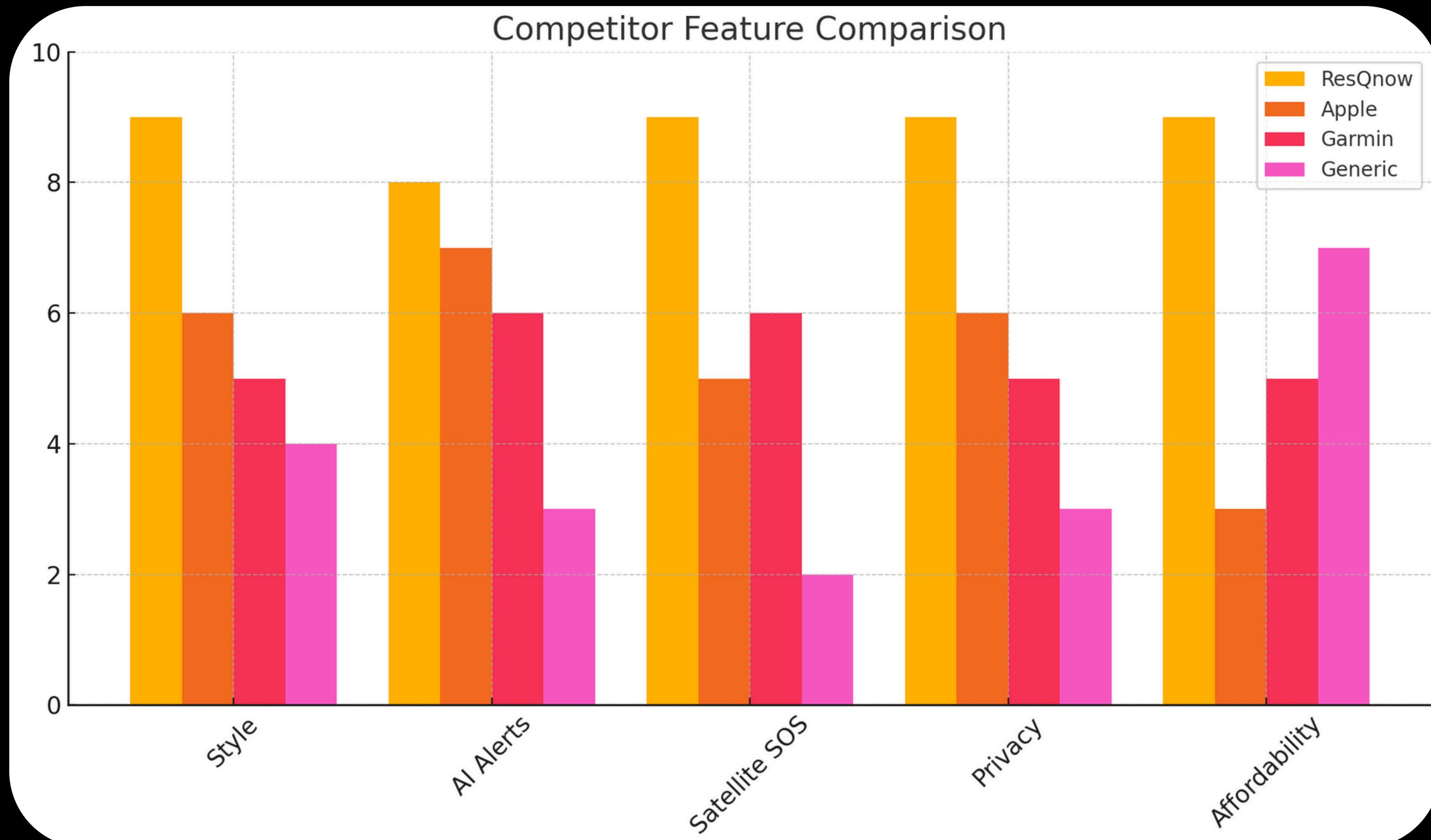


COMPITITOR ANALYSIS

CRITERIA	APPLE / GARMIN (COMPETITORS)	RESQNOW
DESIGN / STYLE	BULKY DESIGNS, LACK APPEAL FOR DAILY WEAR	SLEEK, STYLISH RING DESIGN SUITABLE FOR DAILY USE
AI CAPABILITY	MINIMAL OR NO REAL-TIME AI SAFETY GUIDANCE	REAL-TIME AI ALERTS FOR SAFETY GUIDANCE
CONNECTIVITY	RELIES ONLY ON BASIC GPS/BLUETOOTH CONNECTIVITY	HYBRID CONNECTIVITY: INCLUDES SATELLITE SOS IN ADDITION TO REGULAR METHODS
TARGET AUDIENCE	GENERAL TECH USERS (FITNESS, NAVIGATION, ETC.)	URBAN WOMEN SEEKING DISCREET AND RELIABLE PROTECTION
MARKET GAP COVERAGE	LEAVES GAPS IN STYLE, AI, SATELLITE FEATURES, AND PRIVACY	BRIDGES ALL IDENTIFIED MARKET GAPS EFFECTIVELY
POSITIONING	FUNCTIONAL, FEATURE-RICH BUT NOT OPTIMIZED FOR STYLE AND PRIVACY	DISCREET SAFETY + FASHION + ADVANCED TECH = STRONG NICHE POSITIONING

BRAND / PLAYER	FOCUS / STRENGTH	LIMITATIONS
Apple	Health & fitness via Apple Watch	Bulky design, premium pricing, weak on discreet safety features
Samsung (Galaxy Ring)	Wellness-focused	Lacks safety features
Fitbit / Google	Affordable health tracking	No proactive safety alerts
Oura Ring	Sleep/activity tracking (wellness)	No SOS or real-time safety functionality
SlateSafety	Industrial safety for workplaces	Not consumer-friendly, poor user experience, weak data privacy
ResQnow	Sleek, unisex ring; stylish daily wear Real-time AI safety alerts & risk avoidance	No limitations as of yet

Competitor Comparison



BUSINESS/REVENUE MODEL

- **Ring**: ₹6999 retail, ₹4000 production cost (43% margin).
- **App**: Free basics, ₹499/month premium (priority SOS, forum alerts,).
- **Additional revenue**: Partnerships (NGOs, schools).



**₹6999 Ring +
Freemium App**

PREMIUM FEATURES

- Stylish unique- customizable design
- Psychologist Consultant
- Nearest Community Location
- Exclusive interface in app
- Customizable quality ring
- Extended warrenty
- Fake Call

CUSTOMER SURVEY

We conducted a survey on a sample size of 400 college students across various colleges in Kolkata and this is what the masses have to say.

Customer Survey



Encryption



say encryption
is essential

n = 400

Price



would pay ₹4999-68999

Pain Points



46%

find current devices
frustrating to use

Usage



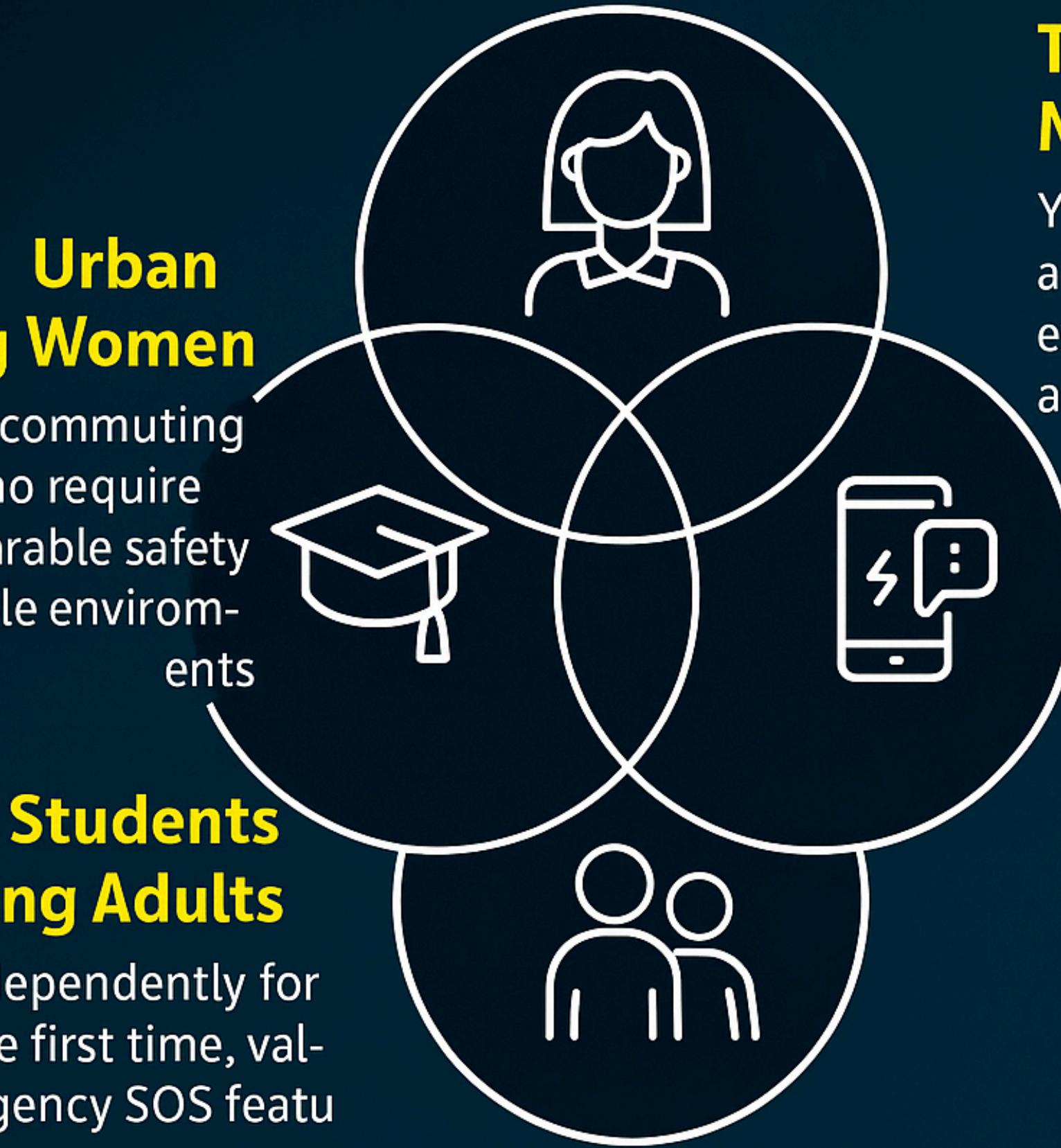
54%

would use the
device daily



ResQnow

TARGET MARKET ANALYSIS



Urban Working Women

Professionals commuting daily who require discreet, wearable safety for unpredictable environments

College Students & Young Adults

Living independently for the first time, valuing emergency SOS features

Tech-Savvy Millennials & Gen Z

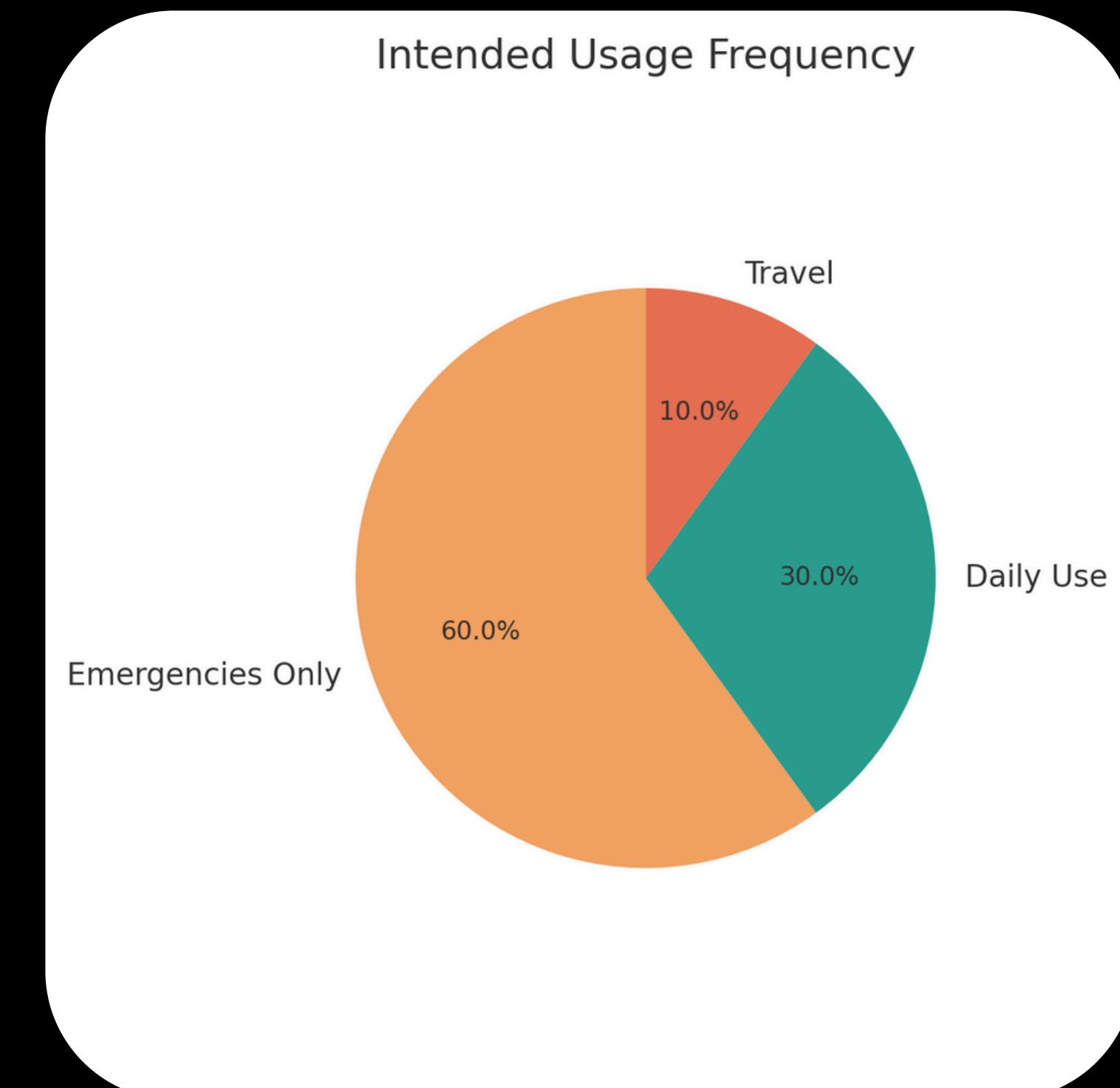
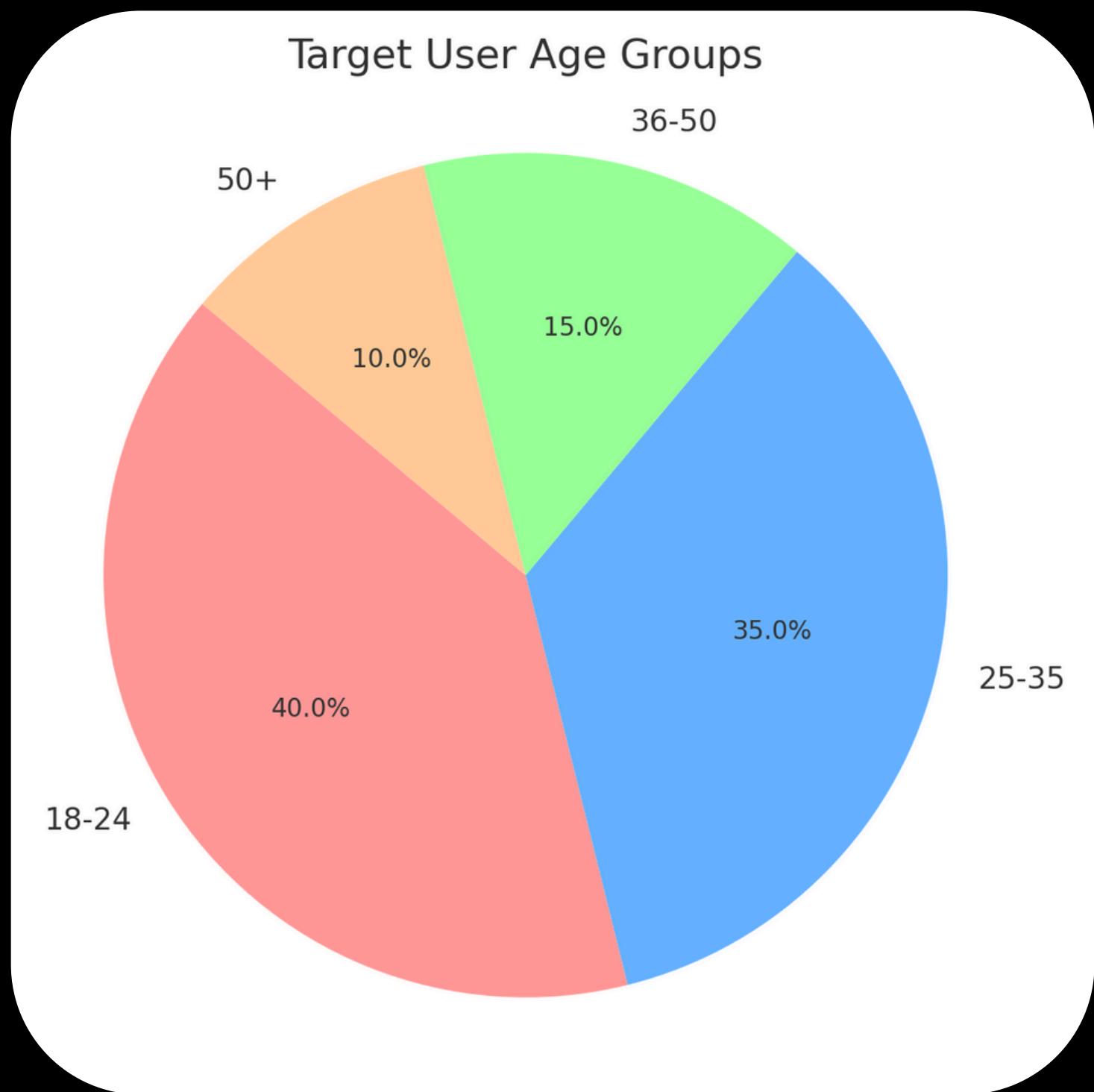
Younger generations accustomed to smart devices, expecting real-time AI alerts and app integration

Concerned Families & Parents

Gifting safety rings to daughters or loved ones as a preventive safety tool

TARGET USER AGE GROUPS & INTENDED USAGE FREQUENCY

PIE CHARTS





FUTURE OF RESQNOW

THREE YEARS

Very effective, especially if we see strong user adoption. We expect ResQnow to become a trusted safety companion for many

Excel in Safety ring (GPS, mic, buzzer, battery) + app with forum (safe zones, alerts).

It creates a "safety-as-a-service" recurring revenue model through subscriptions, in addition to hardware sales.

FIVE YEARS

We're highly confident, especially if we integrate directly with emergency services for faster response times.

Add heart rate monitoring, step counter.

Highly confident. Strategic partnerships will be key

TEN YEARS

Significant effort will be required for continuous innovation and global expansion.

Solar-powered rings, advanced AI, global reach. Even useful for child.

Very challenging, given rapid technological changes and increased competition. We'll need to constantly adapt to stay ahead.

OUR UNIQUE SELLING POINT (USP)

- 1. Discreet Design, AI powered app, One-Touch SOS, Rechargeable and durable.

- 2. Degree of Innovation: Assessed as a 10/10 across design, functionality, and market application.

- 3. ResQnow will be recognized as the intersection of proactive personal safety, cutting-edge AI, and sophisticated design. This positions the company as a leader in next-generation wearable safety technology.

Wear Safety,
Embrace
Freedom

The team



SAMEER RAJ



ROHIT VERMA



PRAGGA MUKHERJEE



RIMIL MUKHERJEE



ResQnow

Thank You!

Our Mission: Empower women with trusted tech.

Questions? Let's discuss ResQnow's future